

**SCOTTSDALE PRIDE COMMITTEE
7447 EAST INDIAN SCHOOL ROAD, SCOTTSDALE, ARIZONA
THIRD FLOOR PLANNING CONFERENCE ROOM
MARCH 7, 2002**

MINUTES

PRESENT: Al Beasley, Chairman
Cathy Zebarth, Vice Chairperson
Gary Bretz
Dennis Graves
Kristina LaJeunesse
Brian Webber
Lisa Haskell
Debbie Fuller
Sonnie Stevens
Jim Pompe

ABSENT: Mike Blaire
Bruce Specter
Steven Lichtblau
Susan Jorge
Debora Moritz

STAFF: Joanie Mead

CALL TO ORDER

Chairman Beasley called the regular meeting of the Scottsdale Pride Committee to order at 5:45 p.m.

Chairman Beasley thanked everyone for participating in last month's retreat.

Chairman Beasley announced that Deborah Moritz has decided to resign from the Committee.

APPROVAL OF THE MINUTES

A Motion was made by Mr. Pompe to approve the minutes of the February meeting as presented. The Motion was seconded by Ms. LaJeunesse and passed unanimously.

SUBCOMMITTEES

Education/Outreach

Ms. Stevens stated the Education Committee is focusing on four new projects and one Earth Day booth project from 2000:

1. Environmental or beautification project in the city that would involve students and/or families.
2. Develop educational information and links for the Pride Committee portion of the City of Scottsdale website.
3. Develop Environmental Tips (slides) and prepare educational content for a Pride Committee Channel 11 video production.
4. Assist the City's Adopt a Road coordinator in any manner assigned.
5. Host an Earth Day 2002 booth. A paper-making project will be hosted at the Pride Booth on the April Earth Day.

Ms. Mead stated that she contacted Sandy Spain regarding Earth Day and inquired if the Scottsdale Pride Committee could be involved. Ms. Mead further stated that Ms. Spain indicated they would welcome the Committee's involvement. The Earth Day event will be held on Saturday, April 27th from 10:00 until 11:30 a.m. at the Union Hills Transfer Station. She added Earth Day has been scaled back this year.

Chairman Beasley stated that the Marketing PR subcommittee would also be contacting Channel 11 regarding the Treasures 'N Trash spot. He suggested that the subcommittees coordinate their efforts.

Ms. Stevens stated they might have to change the paper-making Earth Day activity. It was suggested that they could do something visual such as showing the trash that was collected on a portion of the road. It was also suggested that they use the Boards they have that outline all of their major events.

Development

Mr. Graves stated that he met with Erica Kisluk regarding the Scottsdale Pride content area on the City's website. He passed out a copy of the navigation content title. He stated they should have the content loaded by the end of March. He added this would be an opportunity to keep track of the volunteer service hours as was discussed at the retreat.

Ms. LaJeunesse reported the Development subcommittee has identified three areas they would like to focus on. The three areas include Points of Pride, short cleanups, and creating a block party web site. She further reported they would like to have these three initiatives approved.

A Motion was made by Mr. Pompe to approve the Block Party initiative as presented. Seconded by Ms. Stevens and passed unanimously.

A motion was made by Ms. LaJeunesse to identify areas and organizing groups for small clean ups. Seconded by Mr. Pompe and passed unanimously.

The Committee discussed the fact that the cleanups would be on an as needs basis. It was suggested that they link with schools and scout groups. It was also suggested that they work with the service learning volunteers. The Committee discussed having one pride member work with each of the high schools. They also discussed working with younger children and have them participate in smaller projects such as school ground cleanups.

Ms. Mead stated the Citizens Neighborhood Resources Department is putting together a volunteer list. She further stated that Code Enforcement is starting to do small cleanups. She suggested the Committee could link with these staff and areas.

The Committee discussed the tool trailer as being an important component of the small clean ups. Ms. Mead stated they could approach Neighborhood Enhancement for funding. She further stated that Christmas in April has a warehouse in Tempe that has tools they could use for this project.

Ms. Fuller stated it is important that the neighborhoods take ownership or the area that was cleaned up would go right back to the way it was.

Ms. LaJeunesse stated that last year she solicited suggestions from the Committee regarding Points of Pride. She stated they would like to propose the top six requested areas:

1. Taliesin West
2. The McCormick-Stillman Railroad Park
3. Old Town Scottsdale (galleries, shops, etc.)
4. Civic Center Mall
5. Greenbelt-including Indian Bend Wash
6. Scottsdale Public Library System

The Committee discussed what is the correct name for the Civic Center.

A Motion was made by Ms. Stevens that the Civic Center area be delineated as the Civic Center Mall as one of the Points of Pride. Second by Mr. Pompe and passed unanimously.

A Motion was made by Mr. Bretz to approve the six proposed Scottsdale Points of Pride. Seconded by Mr. Webber and passed unanimously.

Ms. Mead stated that the Scottsdale Places book surveyed all of the residents regarding their points of pride. Ms. LaJeunesse stated a lot of the places listed in that book were vague. A discussion ensued regarding the fact that anyone can submit their ideas for

Points of Pride that would be reviewed by SPC. The Committee discussed the fact that they need to determine criteria for choosing Points of Pride. The Committee also discussed that the next step would be to get sponsors to pay for the signs. Mr. Graves stated that he would draft points of pride guidelines and present them to the Committee at the April meeting.

Mr. Bretz stated there should be criteria regarding reasons they could be removed, for example, if the area becomes blight or a slum.

Vice Chairperson Zebarth stated that the Scottsdale Public Library System description should include the reasons that make them different from other libraries. Ms. LaJeunesse stated the Committee would work on the descriptions.

SAN JOSE BEAUTIFUL

The Committee watched a video from the San Jose Beautiful group that is similar to the Scottsdale Pride Committee (SPC).

Chairman Beasley stated one of the key things he got from watching the video was that partnering with businesses is essential for the success of their projects. A discussion ensued regarding the fact that they would need a plan before they can approach sponsors. It was suggested that the PR Marketing Committee put together a list of events and projects.

NEW BUSINESS

Chairman Beasley reported that he attended the Boards and Commissions training session. He presented information on conflict of interest. He stated that if any Committee member receives a gift over \$25.00 they must report it. He also presented information on open meeting laws. He stated when committee members are communicating with other organizations they must emphasize they are representing the SPC. All of this information is contained in a tool book they receive at the orientation.

Mr. Pompe stated he would suggest the Committee place their agendas and minutes on the website.

Chairman Beasley stated that the next training session is May 17th.

CHRISTMAS IN APRIL

Ms. Mead stated that each year she invites the SPC to participate in Christmas in April. She further stated that they have not yet selected a project. She presented information regarding why the project they had selected did not work out. They thought that this year they would paint houses. She added this event is held on April 13th.

Ms. Mead passed out the sign up sheet.

ANNOUNCEMENTS

Ms. Mead stated the City's Boards and Commissions volunteer recognition event will be held on April 4th.

Ms. Mead stated Wendy Hardy who works in the Planning Systems Department has an idea regarding planting wildflowers that she would like to present to the committee at next month's meeting.

ADJOURNMENT

With no further business to discuss, the regular meeting of the Scottsdale Pride Committee was adjourned at 7:25 p.m.

Respectfully Submitted,

"For the Record" Court Reporters